

D2

associating at least one category with documents that may be retrieved,
said category including at least one term;

associating at least one supercategory with multiple categories by
mapping the multiple categories to the at least one supercategory;

associating an advertisement with at least one of said supercategories;

determining at least one term associated with a data query;

determining a first of said at least one supercategory based on at least
one term of said data query and said multiple categories of the at least one
supercategory; and

displaying an advertisement associated with said first supercategory.

D3

15. (Twice Amended) A computer program product for displaying
advertisements comprising:

machine executable code for associating at least one category with
documents that may be retrieved, said category including at least one term;

machine executable code for associating at least one supercategory with
multiple categories by mapping the multiple categories to the at least one
supercategory;

machine executable code for associating an advertisement with at least
one of said supercategories;

machine executable code for determining at least one term associated
with a data query;

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F5 >

D3
machine executable code for determining a first of said at least one
supercategory based on at least one term of said data query and said multiple
categories of the at least one supercategory; and
machine executable code for displaying an advertisement associated with
said first supercategory.

D4
Sub
C1
19 24. (Twice Amended) An apparatus for displaying advertisements
comprising:

means for associating at least one category with documents that may be
retrieved, said category including at least one term;

means for associating at least one supercategory with multiple categories
by mapping the multiple categories to the at least one supercategory;;

means for associating an advertisement with at least one of said
supercategories;

means for determining at least one term associated with a data query;

means for determining a first of said at least one supercategory based on
at least one term of said data query and said multiple categories of the at least
one supercategory; and

means for displaying an advertisement associated with said first
supercategory.